

Training Conference

March 12-14, 2019

Gatlinburg, Tennessee

Course Name	Seminar ID #	Start	End	Fee
Search Warrant Major Case Investigation	16013	Mar 12	Mar 13	\$325
Homicide and Questioned Death Scene	16011	Mar 12	Mar 14	\$350
Officer Involved Shooting-3 Day	16009	Mar 12	Mar 14	\$350
First Line Supervision: Leadership and Management Skills	16010	Mar 12	Mar 14	\$350
Practical Kinesic Interview, Phase I	16012	Mar 12	Mar 14	\$350

~ 2 WAYS TO REGISTER ~

Online: www.patc.com

Phone: 1-800-365-0119 - Our representatives will gladly assist you

PRESORTED
STANDARD
POSTAGE & FEES
PAID
INDIANAPOLIS, IN
PERMIT NO. 1547



Public Agency Training Council
5235 Decatur Blvd
Indianapolis, Indiana 46241

Phone: 1-800-365-0119
Fax: 317-821-5096
Email: questions@patc.com

Visit us on the Web at:
www.patc.com

April 2 & 3, 2019 • Columbus, Ohio

Public Agency Training Council

Mark Waterfill, President



National Criminal Justice
Public Safety Continuing Education

Sponsored By:
Columbus Police Department
Columbus, Ohio

Training Seminar Practical Public Information New and Established PIOs

Instructor: Miriam Dickler

Miriam Dickler is the former Director of Communications for the City of Charlottesville, Virginia.

In her six years with Charlottesville, she served as primary city spokesperson, led a staff of four and an office responsible for media relations, public relations, community engagement, web and social media content and the City's three PEG television stations.

The Charlottesville Director of Communications is also the Lead Public Information Officer (PIO) for Emergency Management, the City's Freedom of Information Act (FOIA) Officer and a senior advisor to the City Manager.

Prior to working for Charlottesville, Ms. Dickler served in a similar role as the first full-time Public Information Officer for the City of Harrisonburg, Virginia, building that city's communications operation from the ground up.

Over the course of her career in local government, she was the primary communications official for multiple events that attracted widespread national attention and responsible for directing teams of local and regional communications professionals through those events and their aftermaths.

In early 2018, Ms. Dickler stepped away from local government communications to explore new opportunities. She is currently working with James Madison University in Harrisonburg to design a local and state government continuing education curriculum. She also consults independently for individuals and organizations.

Ms. Dickler is proud to have been called "one of the best PR professionals" and "a dedicated communications miracle worker" by her colleagues. She lives in Charlottesville with her husband.

April 2 & 3, 2019
Columbus, Ohio
Register On-Line At: www.patc.com

Practical Public Information New and Established PIOs

Course Overview:

In the ever changing landscape of media and public information, having a confident, competent Public Information Officer on your team is vital to your organization’s success.

This course will familiarize participants with basic public information tools and techniques. The course is appropriate for new and established PIOs. They will learn about the keys to writing successful press releases, communicating through traditional and social media and basic insights into effective crisis communications. Attention will be paid to interview skills and writing for the general public. There will be opportunities to practice using the skills taught in the course as well as to bring questions about issues within departments.

At the end of this course, participants will have the skills and knowledge to:

- Draft press releases
- Write meaningful public service announcements
- Conduct a simple press conference
- Confidently handle media interactions
- Understand the uses for a diverse range of communications tools
- Be prepared for crisis, including the practical application of skills taught in NIMS training

Seminar Agenda Practical Public Information New and Established PIOs April 2 & 3, 2019 • Columbus, Ohio

Tuesday, April 2, 2019

8:00 a.m.— 8:30 a.m. **Registration**
8:30 a.m.—12:00 p.m. **Introductions**
Basic media knowledge
• Types of media
• Ways we interact with media
• ADA considerations
• Embargos
Writing for the media and public
• Key Knowledge
• Products
Lunch (On Your Own)
1:00 p.m.—5:00 p.m. **Practical Writing Exercises**
• Press release
• PSA
Review of exercise/discussion of real world issues
Interviews and in-person media relations
Practical Exercise (Mock interviews)

Wednesday, April 3, 2019

8:00 a.m.—12:00 p.m. **Review day one**
Press Conferences, when and how
• Practical Considerations
• To stream or not to stream
• Managing the room
Information Management
• Archives
• Public access to documents, websites etc.
• Monitoring media
FOIA considerations
• Knowing state records law
• When to invoke FOIA restrictions
• Compliance and record retention
Privacy concerns
• Crime/Fire victims
• Suspects
• Officers/Firefighters
Lunch (On Your Own)
1:00 p.m.—5:00 p.m. **Crisis**
Using ICS/NIMS/JIS/JIC structure
• Where the PIO fits in crisis management
• Building a JIC
• Go kits
Preparation for crisis
• Sudden emergency
• Anticipated event
• Maintaining the tools to be able to deploy when needed
• PIO team meetings
PIOs and Emergency Managers
• Exerting your position
• Staying in contact
• You are the expert in this area, you need to drive the bus
• Key EM PIO duties
Expanded constituencies
• Emergency communication tools
Additional Crisis Considerations
• Accuracy of message
• Who should be spokesperson
• Contingency and redundancy
5:00 p.m. **Certificate Presentation**

Cut Along Dotted Line

3 Ways to Register for a Seminar!

1. **On-line Registration** at www.patc.com — Yellow/Blue link in corner
2. **Fax Form** to Public Agency Training Council **FAX: 1-317-821-5096**
3. **Mail Form** to

Public Agency Training Council
5235 Decatur Blvd
Indianapolis, Indiana 46241

***NEW**

Federal ID# 47-4078912

***NEW**

***** Pre-payment is not required to register *****

Upon receiving your registration we will send an invoice to the department or agency .

Checks, Claim Forms, Purchase Orders should be made payable to:

Public Agency Training Council

If you have any questions please call

317-821-5085 (Indianapolis)

800-365-0119 (Outside Indianapolis)



Seminar Title:	Practical Public Information New and Established PIOs	Seminar ID #16131
Instructor:	Miriam Dickler	
Seminar Location:	Columbus, Ohio Division of Police Training Academy 1000 North Hague Avenue Columbus, Ohio 43204-2121	
When:	April 2 & 3, 2019	Note: Identify with the Columbus Police Training to receive discounted room rates
Registration Time:	8:00 A.M. (April 2, 2019)	
Hotel Reservations:	Comfort Suites Columbus Airport 1521 North Cassady Avenue Columbus, Ohio 43219 1-614-532-1570 \$87.00 Single or Double (plus tax)	
Registration Fee:	\$325.00 Includes Practical Public Information New & Established PIOs Course Material, Coffee Breaks, and Certificate of Completion.	

Names of Attendees 1. _____

2. _____

3. _____

4. _____

Agency _____

Invoice To Attn: _____
(Must Be Completed)

Address _____

City _____ **State** _____ **Zip** _____

Email _____

Phone _____

Fax _____